

Cingular Wireless

Site # P721

Site Name: Renegade Clubhouse
38580 N Desert Mountain Parkway
Scottsdale, AZ 85262

Staff Approval Submittal 809 PA 2005
NARRATIVE REPORT

Applicant:

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Representative:

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Submitted to:

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Planning & Development Services Department
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1. PURPOSE OF APPLICATION

This statement supplements Infranext's application for DRB approval to accommodate the placement of an unmanned wireless communications facility (WCF) 38580 North Desert Mountain Parkway, Scottsdale, AZ 85262. The telecommunications antennae are intended to be concealed within a man-made cactus 24 ft. in height. Infranext, by and through Kristin Rooney of JR Grace & Co., LLC, represents Cingular Wireless for the purpose of this application.

These facilities are needed in this area to extend Cingular's network coverage and address network capacity limitations. Less than peak network performance, as realized or perceived by the end user, results from a gap in coverage in this area. Also, in addition to limited geographic coverage, the area's growth has strained network capacity. These gaps and network burdens cause dropped or blocked calls, and results in less than optimal customer service.

Increased network usage is being driven by a convergence of increasing residential and commercial subscribers, increasing usage and increasing call length (on average). People now use their wireless phones in a variety of circumstances. In addition to their cars, people now use wireless technology almost everywhere, including as an adjunct to their businesses and in their homes. In fact, the May 13, 2005 edition of *The Washington Post* estimated approximately six percent (6%) of the population has "cut the cord" in that "[m]illions of college students, young professionals, and increasingly even families are foregoing their traditional phones at home and (have gone wireless)." Ironically, the very cars, offices and homes in which these phones have become commonplace absorb and degrade the radio signals, thereby creating a need for additional base stations and additional cell sites to reach the end user. Additionally, new high speed data technologies require more bits of information to be transmitted within the same bandwidth and along the same network. Since most network systems were conceived and designed for mere voice traffic, more cell sites are required to support these high speed data services. Indeed, the *Wall Street Journal* (May 25, 2005) confirms the practical effect of lagging infrastructure by reporting that:

[r]oughly one of three cell phone calls has quality problems of some kind last year, according to an online survey by J.D. Power & Associates of 21,700 wireless customers. The result was essentially unchanged from the 2003 survey, the first year it was conducted. Besides dropped calls and an inability to connect, callers constantly experienced interference, echoes and voice distortion.

This application is for the purpose of improving coverage in the area, thereby avoiding the foregoing pitfalls.

Finally, lest one think that the wireless companies are woefully inadequate when planning long-term, the problems in maintaining seamless coverage runs

not only from the heights of technological advancement but to the mere mundane of handset design. The smaller cell phones customers crave contain smaller batteries and internal antennae, which, together, reduce the effective range of their phones. Hence, the demand for ever-smaller cell phones increases the need for additional site installations. The pressures on the infrastructure increase, therefore, as the technology evolves.

In conclusion, Cingular Wireless is respectfully asking the planning staff to support DRB approval for the placement of this facility to fill a gap in coverage where no other Cingular site exists or is in use. Consequently, Cingular Wireless would respectfully ask that the staff consider approval of this application for the reason that it is not adverse to the best interests of the City and its residents.

OTHER WIRELESS FACTS OF NOTE:

- ☛ More than 182 million Americans are wireless subscribers; by mid-2004 there were 1.5 billion worldwide subscribers.
- ☛ At the end of 2004, 40% of 15-19 year olds in the U.S. are wireless subscribers.
- ☛ 1.1 *trillion* minutes of use were logged by April 1, 2005.
- ☛ More than \$174 billion in capital investment; 175,725 cell sites nationwide.
- ☛ 200,000 times each day, someone uses a wireless phone to call for help.
- ☛ The wireless industry and the National Center for Missing & Exploited Children® (NCMEC) have officially partnered to launch Wireless AMBER Alerts™, an initiative that will help galvanize 182-million wireless subscribers in the search for an abducted child. Any wireless subscriber capable of receiving text messages, and whose wireless carrier participates in the Wireless AMBER Alerts Initiative, may opt in to receive alerts by registering at www.wirelessamberalerts.org or their wireless carrier's website. Subscribers may designate up to five geographic areas for which they would like to receive Wireless AMBER Alerts.
- ☛ Drivers participating in a study by the Automobile Association of America (AAA) listed talking on cell phones as the 8th most common distraction out of 9. Eating, drinking, talking to other passengers, adjusting radio controls, applying make-up, and reading were among the distractive behaviors cited as more prevalent while driving.

2. DESCRIPTION OF PROPOSAL.

As set forth above, Cingular mount to install total of two (2) WCF antennae (1 per sector) within a new faux cactus. The antennae array will be completely concealed within the cactus designed to blend with the surrounding desert landscape. Each antenna is approx. 4ft 4inches in length. The height of the cactus will be 24 ft.

The design is the least possible intrusive means to gain coverage in this area. The cactus will be placed between the golf cart path and the existing

clubhouse. The associated equipment will be placed within a new CMU wall (7 ft in height) designed as an extension of the clubhouse itself. The wall will be painted and textured to match the remaining portion of the structure.

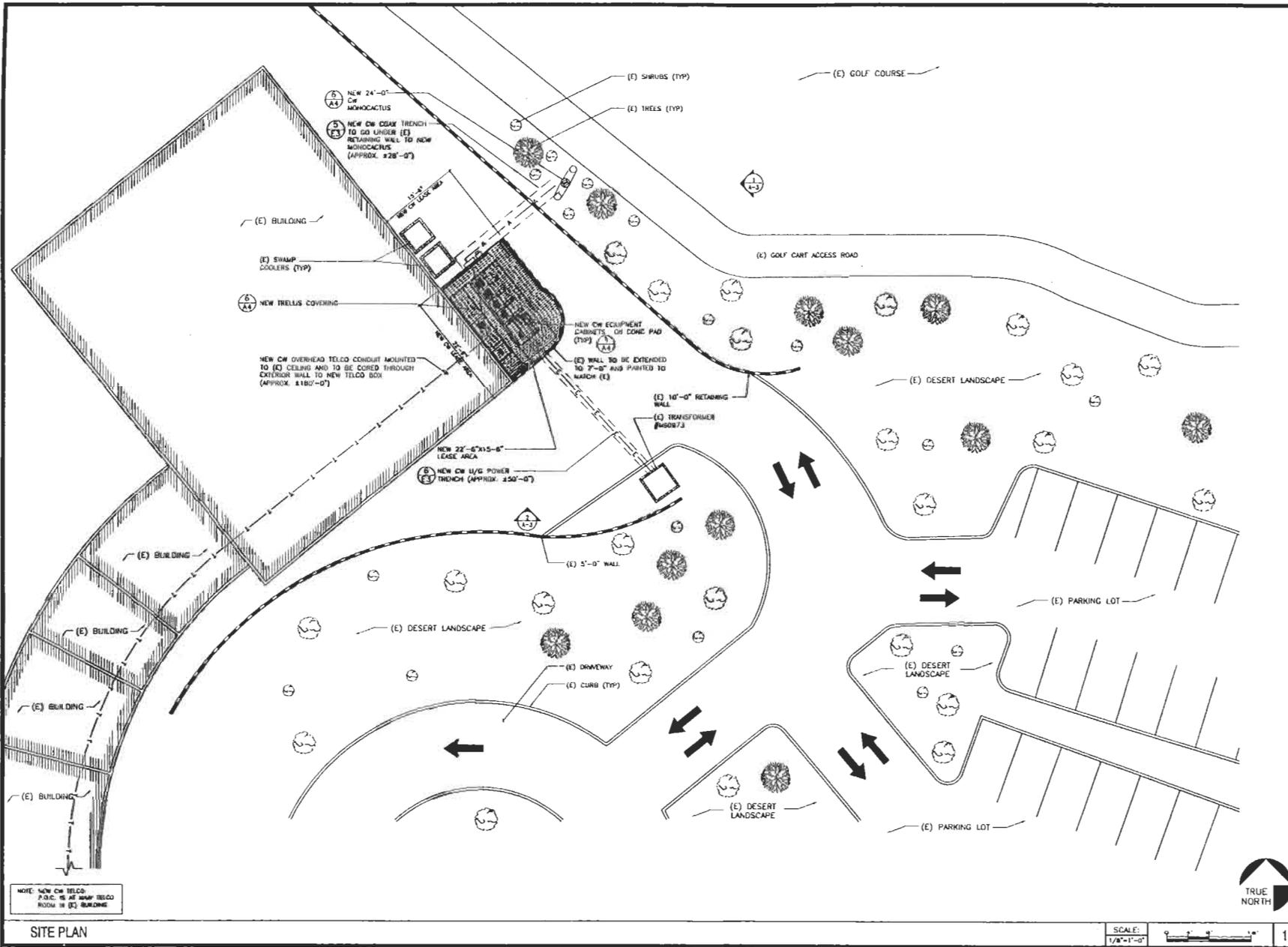
The necessary additional equipment will be placed on a concrete pad within the walled area shown on the plans. Please refer to the site plans for additional detail.

3. RELATIONSHIP TO SURROUNDING PROPERTIES.

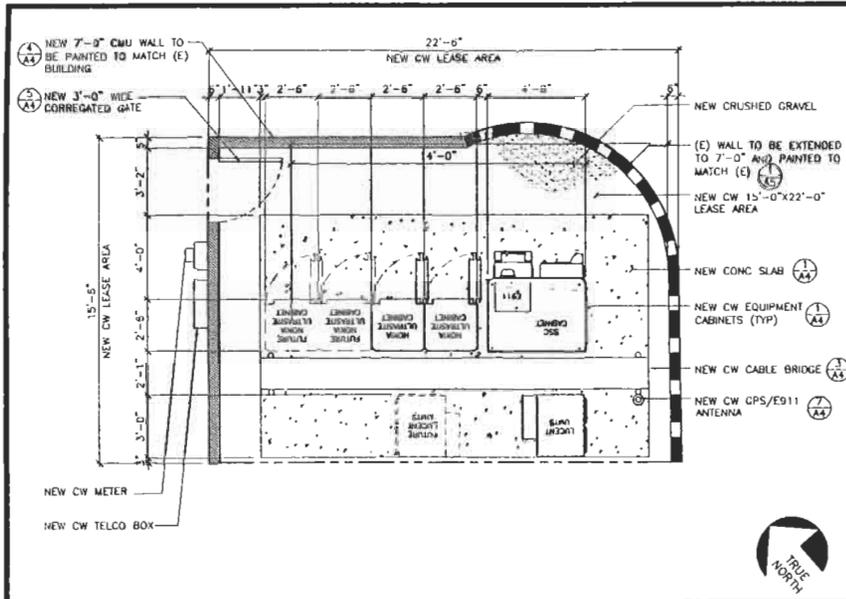
The property is zoned OS and is used as a golf course with surrounding community.. However, for the reason that this project is a completely concealed design next to the large clubhouse and is situated well within the large golf course parcel, it is hard to imagine how the properties would be affected at all.

4. CONCLUSION.

As set forth above this property is one upon which Cingular desires to locate its operational equipment and antennae and the electronic equipment necessary to run their wireless system. Cingular's analysis of its needs in this area detail that their current coverage is less than optimal. Indeed, this application is driven in part by feedback from their customers as to poor coverage areas. Cingular hopes this narrative report has helped staff understand the unique issues that Cingular faces as it moves forward. If staff should have any additional questions, comments or concerns, please contact Kristin Rooney at 602-315-6343 (cell phone).

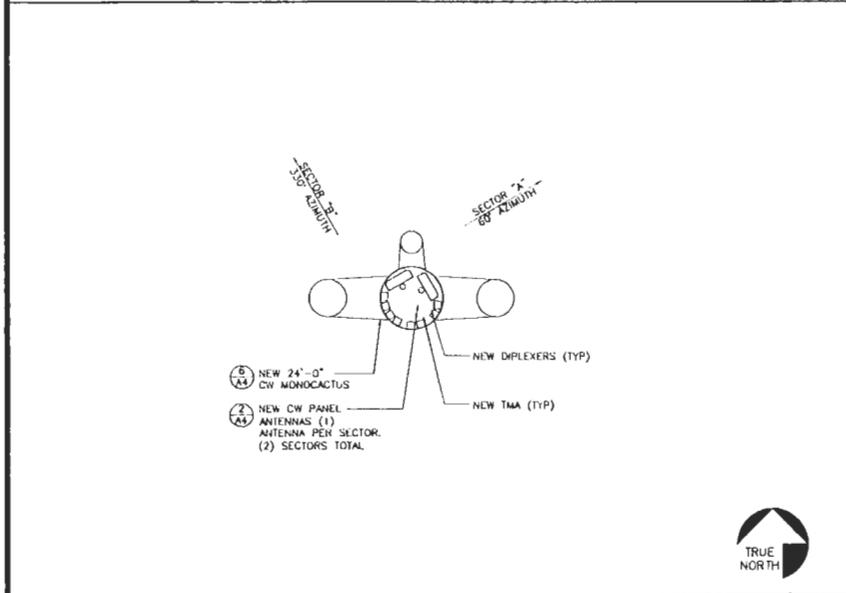


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CONSULTANT:			
SCALE:			
SITE NUMBER: P721-01-P2-B2			
SITE TYPE: RAWLAND			
LOCATION: 30580 N DESERT MTN PKWY SCOTTSDALE AZ 85262			
APPL. TYPE: BUILDING			
TITLE: SITE PLAN			
SHEET NUMBER: A1			



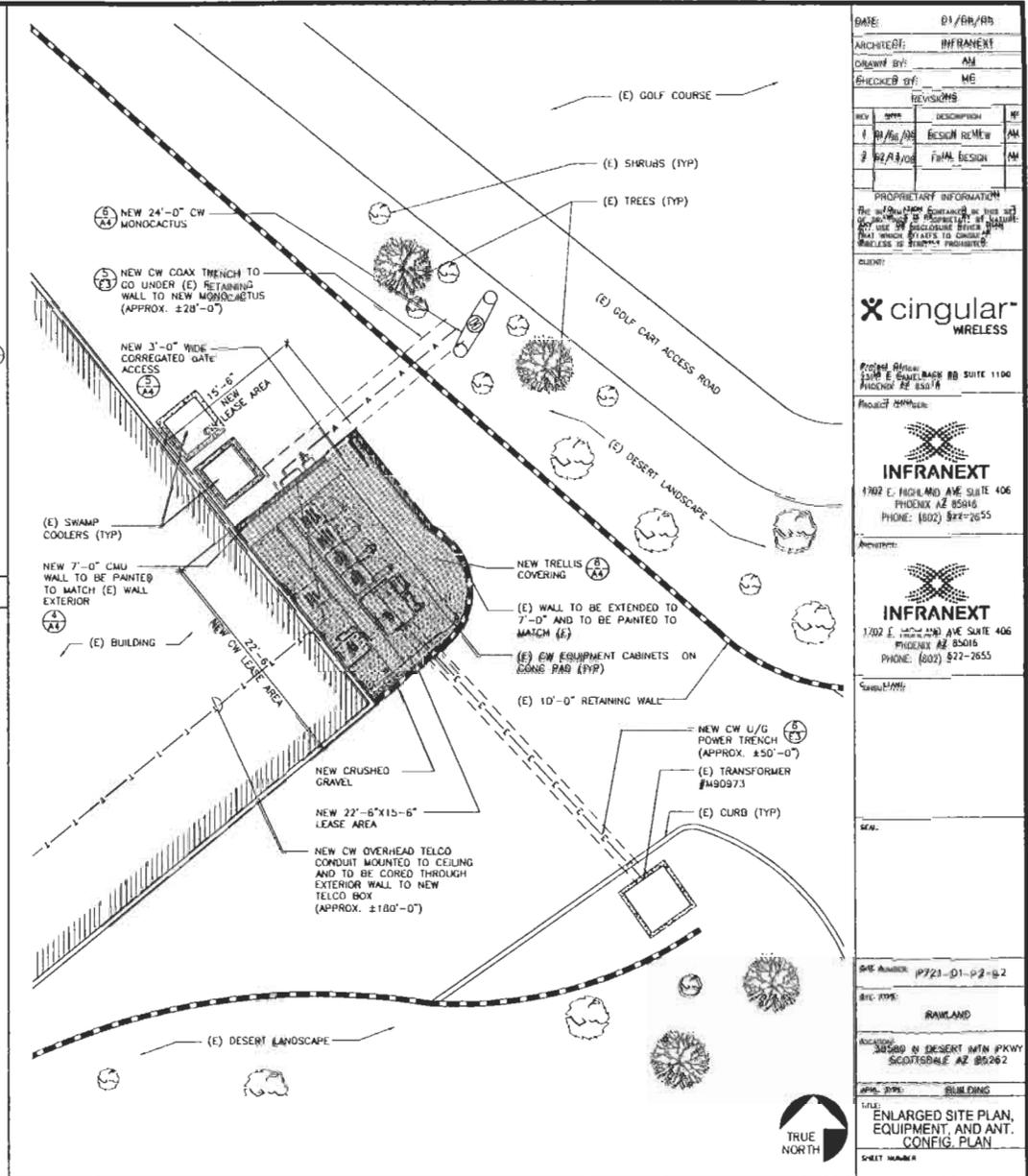
EQUIPMENT PLAN

SCALE: 3/8"=1'-0" 2



ANTENNA CONFIGURATION

SCALE: 1/2"=1'-0" 3



ENLARGED SITE PLAN

SCALE: 3/16"=1'-0" 1

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2	02/04/05	FINAL DESIGN	AM

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cingular
WIRELESS

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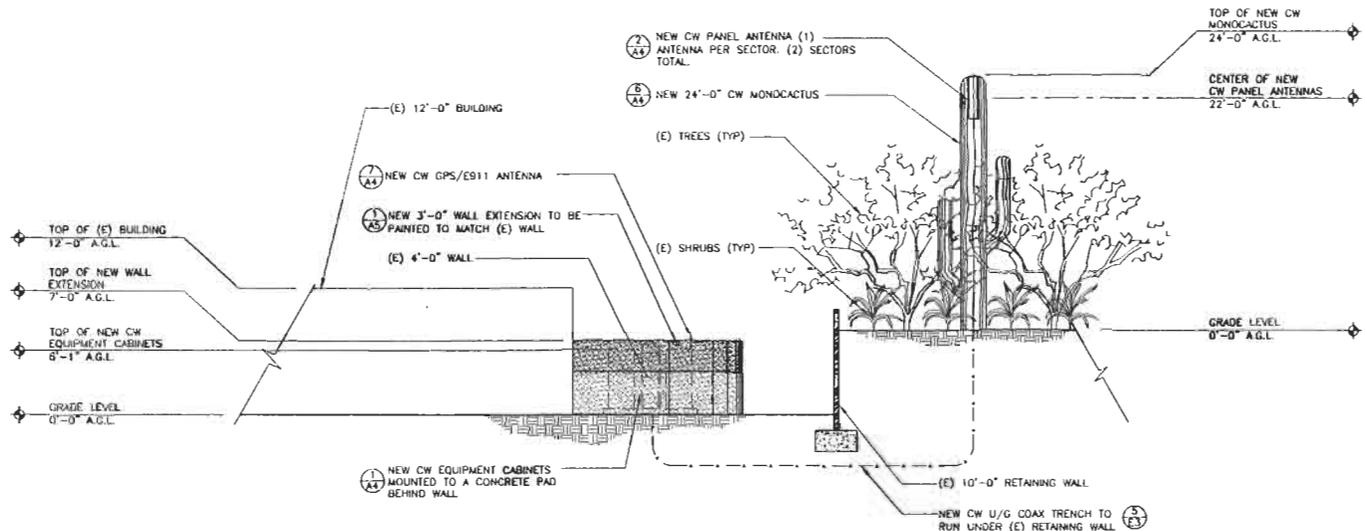
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Sheet/Title:
 ENLARGED SITE PLAN,
 EQUIPMENT, AND ANT.
 CONFIG. PLAN

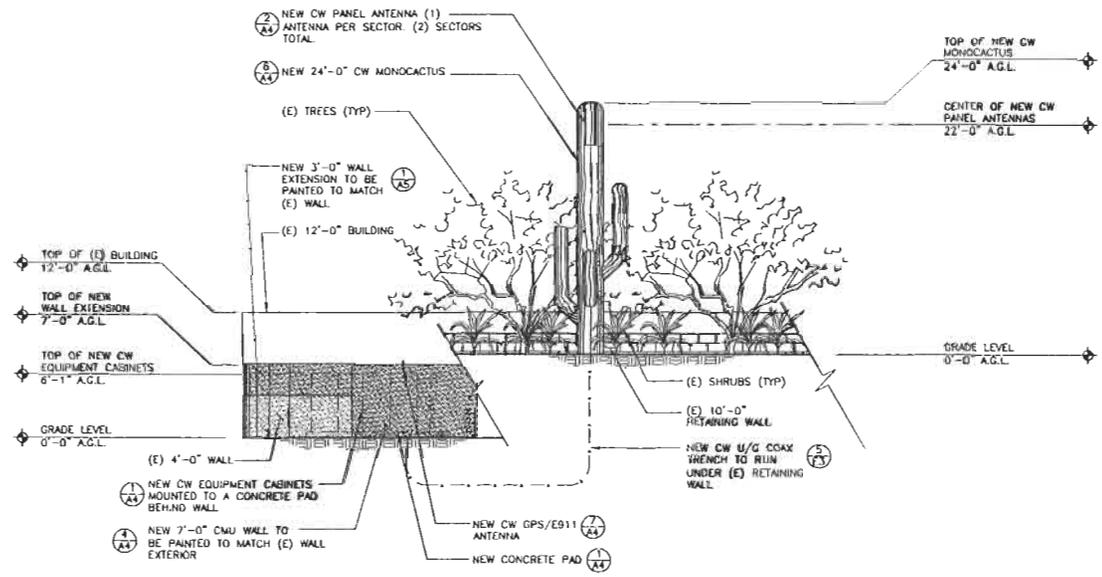
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SOUTH ELEVATION

SCALE: 1/16"=1'-0"

1



EAST ELEVATION

SCALE: 1/16"=1'-0"

2

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CONSULTANT:

SCALE:

SITE NUMBER: P721-01-P2-02

SUB TYPE: RAWLAND

LOCATION: 38500 N DESERT Mtn PKWY SCOTTSDALE AZ 85262

APP. TYPE: BUILDING

FILE: ELEVATIONS

SHEET NUMBER: A3

Cingular Wireless PHNXAZP721

38580 N. Desert Mountain Pkwy



Approx. location
of Cingular's 24
foot cactus

Cingular's equipment
location

39-DR-2006
04/14/2006

Cingular Wireless PHXAZP721

38580 N. Desert Mountain Pkwy

Cingular's proposed
24 foot stealth cactus



39-DR-2006
04/14/2006